GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:2414
ANSWERED ON:17.03.2008
DEMAND OF FLOWERS
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Will the Minister of AGRICULTURE be pleased to state:

(a) whether the demand for flowers in the domestic and international market is increasing rapidly;

(b) if so, the details thereof and the efforts made by the Government for increasing production of flowers in the country;

(c) whether some countries like Kenya and Ethiopia are producing better flowers by following a longer growth cycle in comparison to Indian flowers; and

(d) if so, the details thereof alongwith the efforts of the Government to improve the quality of Indian flowers?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI KANTI LAL BHURIA)

(a) & (b): Yes, Sir.The production of loose flowers increased from 0.66 million tones during 2004-05 to 0.92 million tones during 2006-07, while the production of cut flowers increased from 952 million nos. to 3290 million nos. The export of floriculture has increased from Rs.210.99 crores to Rs.649.84 crores during the same period. The Ministry of Agriculture is implementing two Centrally Sponsored Schemes namely Technology Mission for Integrated Development of Horticulture in North Eastern & Himalayan States and National Horticulture Mission, for increasing production & productivity of horticultural crops including flowers. Under these schemes, assistance is provided to the farmers for area expansion, production of quality planting materials of elite cultivars, adoption of new technologies, integrated pest management, integrated nutrient management, etc. Besides,National Horticulture Board is implementing schemes which provide assistance for production of horticultural crops including flowers. APEDA is also provided financial assistance to registered exporters for export of floriculture produce under the schemes for market development, infrastructure development, quality development, research & development and transport assistance.

(c)&(d): In the best growing periods (Nov. − Feb.) quality of the Indian flowers is comparable to the Kenyan flowers in the same segment. Some of the varieties grown in India has been rated to be of higher quality than their counterparts growing the same variety in Kenya. On a longer growing period Kenyan flowers are more consistent in overall quality than flowers from Indian as Kenya enjoys a more stable climate.

Ethiopia grows flowers in higher altitudes which have a different quality (bigger buds and stronger stems) but suffer from low production due to the low temperatures.

APEDA has set up a market facilitation centre at the Netherlands and it is providing awareness amongst its registered growers of the possibilities and chances that exist in the market.APEDA has also introduced a scheme for recognition of floriculture units that covers all the quality parameters which an export floriculture unit should possess.